

Introduction to Marketing Education

Description of Marketing

The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. This definition indicates that marketing is a process that involves a variety of activities designed to change behaviors or influence ideas. These activities include, but are not limited to advertising, logistics, marketing research, product design, and selling. Historically, marketing has been characterized as dynamic and changing. However, the pace at which it is changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, mergers, international competition, world markets, and technological innovations. These changes impact the skills, attitudes, and abilities needed for success in today™s workplace. Marketing must be viewed as a multi-faceted, critical business function that is under girded by such social sciences as economics, psychology, and sociology. Its successful performance depends on the application of mathematics and English principles, the use of scientific problem solving, and the application of technology to marketing situations and problems. In this century, economic survival in business will depend on the ability to understand and execute marketing skills. Effective Marketing Education provides those skills.

Description of Marketing Education and Supporting Agencies

Nationally, Marketing Education is offered in more than 7,000 high schools and most community/technical colleges. More than a million students with diverse ability levels and marketing interests obtain education in marketing subjects annually. The curricula range from studying marketing for personal use and career exploration to developing advanced management and entrepreneurial skills. Students enrolled in Marketing Education participate in a co-curricular student organization that provides opportunities for students to demonstrate their mastery of the marketing curriculum in competitive events, develop leadership skills, and exhibit awareness of civic responsibilities. At the high school level, students join DECA, while students enrolled in postsecondary Marketing Education courses participate in Delta Epsilon Chi. The Marketing Education Resource Center (MarkED) developed the curriculum used as the basis for the student organizations™ competitive events. MarkED is a nonprofit research and development organization founded for the sole purpose of developing competency-based instructional materials for Marketing Education.

Research Process and Procedures

In January, 1998, MarkED™s board of directors approved a motion for the development of national standards for Marketing Education to explain to the various stakeholders what students should know and be able to do as a result of instruction in Marketing Education. To support the effort, MarkED invited state departments of education, publishers, and National DECA to fund the project. Nineteen state education departments, Glencoe/McGraw-Hill, South-Western Publishing, National DECA, and MarkED contributed financially to the standards initiative. The project entailed the following steps: Defining the project outcomes as two key deliverables: a promotional piece for educators to use with various audiences and a curriculum planning document for use by curriculum developers. Conducting a review of literature that encompassed contemporary secondary and postsecondary marketing texts to identify current terminology; state standards projects for marketing, business, and other career/technical areas; states™ academic standards; and national standards in career/technical and academic areas. Utilizing a writing team to analyze the existing Marketing Education curriculum framework schematic and to draft standards statements. The group was composed of state departments of education staff, teacher educators, National DECA staff, and MarkED staff. This team acted in an ongoing capacity to review and react to input obtained throughout the research process. Conducting three rounds of conference calls involving participants who represented 16 states. Participants included state supervisors of Marketing Education, vocational administrators, business representatives, secondary marketing instructors, and teacher educators. The participants reacted to the writing team™s work and to survey results. Conducting two rounds of data collection in which a variety of audiences were surveyed and asked to react to the curriculum framework schematic and to the standards statements. Marketing instructors administered the surveys to students, parents, guidance counselors, academic teachers, principals, vocational administrators, and the business community. Conducting focus groups with business representatives and groups of marketing educators to obtain their reactions to the proposed curriculum framework schematic and standards statements. The business representatives also reviewed and reacted to the performance indicators used to define each standard. Business panel meetings were conducted in Georgia, Iowa, Indiana, Kentucky (2), Michigan, Ohio, and Tennessee. Panel meetings with teachers were conducted in Florida, Georgia (2), Iowa, Kentucky, Washington, and Wisconsin.

Marketing Education Curriculum

The marketing education curriculum is divided into two primary parts: Foundations and Functions. The **Foundations** are fundamental to an understanding of marketing and can be viewed as co-requisites and as prerequisites for marketing. The content of the Marketing Foundations must be mastered in order for marketing-specific content to have relevance to student learning. There are four broad-based foundational areas: Business, Management, and Entrepreneurship; Communication and Interpersonal Skills; Economics; and Professional Development. The **Functions** define the discipline of marketing as applied in business operations. They address marketing from the perspective of how it is practiced. Each function is viewed from its relationship to the marketing of a good, service, or idea. The seven functions are Distribution, Financing, Marketing-Information Management, Pricing, Product/Service Management, Promotion, and Selling. The marketing

curriculum can be viewed as a continuum that begins in the primary grades with career awareness and exploration and continues through postsecondary education with emphasis becoming more specialized to the learner™s individual interest in marketing.

Standards for Marketing Education Foundations

As a distinct discipline, Marketing Education integrates academic concepts and technology applications throughout the curriculum.

‡ **Academic Concepts:** The study of marketing incorporates many academic understandings, including mathematics, reading, writing, speaking, sociology, psychology, geography, etc.

‡ **Technology Applications:** The successful implementation of marketing activities requires the use of technology.

Broad-based standards that identify what students should know and be able to do as a result of instruction in Marketing Education are:

Business, Management, and Entrepreneurship

Understands fundamental business, management, and entrepreneurial concepts that affect business decision making

Communication and Interpersonal Skills

Understands concepts, strategies, and systems needed to interact effectively with others

Economics

Understands the economic principles and concepts fundamental to marketing

Professional Development

Understands concepts and strategies needed for career exploration

Functions Distribution

Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services

Financing

Understands the financial concepts used in making business decisions

Marketing-Information Management

Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions

Pricing

Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers™ perceptions of value

Product/Service Management

Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities

Promotion

Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

Selling

Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business

Instructional Areas

The standards form the basis for the instructional areas to be addressed in Marketing Education. There are one or more instructional areas for each of the standards in the foundations, while there is one instructional area for each of the standards in the functions. A crosswalk of the standards and their corresponding instructional areas with two-letter abbreviation is as follows:

Framework Instructional Areas

Economics (EC)

Communication and Interpersonal Skills Communication (CO)

Interpersonal Skills (IS)

Business, Management, and Entrepreneurship Business Administration (BA)

Management (MN)

Professional Development Professional Development (PD)

Distribution (DS)

Financing (FI)

Marketing-Information Management Marketing-Information Mgmt (IM)

Pricing (PI)

Product/Service Management Product/Service Mgmt (PM)

Promotion (PR)

Selling (SE)

Curriculum Frameworks

In general terms, a framework is defined as a skeleton structure that supports or encloses something. In education, frameworks are used to support and enclose the curriculum of a discipline by defining the discipline™s main elements, thereby providing a big picture overview of the discipline™s curriculum. They can act as gatekeepers by helping educators and curriculum developers make decisions about what should be addressed or eliminated from consideration in a curriculum. Once educators have determined that content should be addressed, they can use the scaffolding provided by frameworks as a basis around which curricular content is developed, organized, and implemented. The visual presentation, or schematic, of frameworks, can serve as a communications tool to share with those interested in a discipline. It quickly communicates the main topics or areas of instruction that will be addressed.

Examples of Career Applications

Advertising	Hospitality	Marketing	Real Estate
Customer Service	Importing/Exporting	Restaurant Management	e-Commerce
International Marketing	Retail Management	Entrepreneur Marketing	Research Sales
Management	Fashion Merchandising	Product Management	Service Marketing
Financial Services	Professional Sales	Sports Marketing	Food Marketing
Public Relations	Travel/Tourism		

Performance Indicators

Each of the broad-based content standards is defined through a series of more specific learning outcomes known as performance indicators that are identified in the next section. These statements define the scope and intent of each standard. Cited after each statement is a performance indicator code, a LAP code, and a curriculum planning code. The performance indicator code is designated by the two-letter abbreviation for the instructional area in which the statement appears and a three-digit number (e.g., EC:001). This performance indicator code is referenced in tests and instructional materials and is used to access information about the performance indicator in databases. If instructional modules, known as Learning Activity Packages (LAPs), are available to support a performance indicator, their code is then referenced with the instructional area™s two-letter abbreviation and a number (e.g., EC LAP 3) that relates to publication sequence. A LAP number does not designate instructional sequence. The last two-letter code that is provided identifies the curriculum-planning level to which the performance indicator has been assigned (e.g., CS).

Curriculum Planning Levels

The performance indicators are assigned to one of five curriculum-planning levels that represent a continuum of instruction ranging from simple to complex. The levels can serve as building blocks for curriculum development in that students should know and be able to perform the performance indicators at one level before tackling more complex skills and knowledge at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. In these cases, instructors can agree as to how far along the continuum students will advance in high school so that postsecondary instructors can initiate instruction at that point in the continuum. This will enable students to focus on new, more advanced subject matter rather than on content previously mastered. Marketing instructors should consider a variety of variables when selecting a curriculum-planning level for course development. Examples of these factors include time available for instruction, the curricular complexity desired by the instructor, the ability level of students, and articulation agreements. The selected level will determine the performance indicators to address with the entire class. Students functioning at levels above or below that of the class should be provided advanced or remedial performance indicators based on their individual needs. The five curriculum-planning levels are described as follows:

Prerequisite (PQ)

The content of the curriculum at the prerequisite level is focused on the development of employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior. In most circumstances, these skills and concepts have been previously acquired through life experiences or in earlier courses/grade levels. Performance indicators at the prerequisite level should not be used as the sole basis for course design in marketing; however, instructors should verify that students possess these prerequisite skills essential for success in marketing.

Career-Sustaining (CS)

The starting point for course design in marketing should be the performance indicators at the career-sustaining level. A curriculum at this level develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills. Instruction at the career-sustaining level should provide students with a fundamental understanding of marketing principles and experience in making routine business decisions.

Specialist (SP)

A specialist-level marketing curriculum provides in-depth, solid understanding and skill development in all marketing functions. Students who complete courses at the marketing-specialist level should be prepared to make complex business decisions, exhibit leadership skills, and apply their mastery of marketing skills across functions or within one function.

Supervisor (SU)

A supervisory level curriculum provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people. As a result of instruction at the supervisory level, students should be prepared to plan, coordinate, and supervise marketing staff.

Manager/Entrepreneur (ME)

A manager/entrepreneur level curriculum should develop strategic decision-making skills in all marketing functions and foundations needed to own/manage a business or department within an organization. Individuals receiving instruction at this level should be capable of assuming full responsibility for the success or failure of a unit within an organization or of a small business enterprise.

Curricular Sequence

Related performance indicators are grouped together in Major Topics within each standard. These Major Topics are sequenced in their recommended order of instruction. The performance indicators are sequenced in their recommended order of instruction within each Major Topic, building from simple to complex. In the listing of performance indicators, some of the statements are indented below a lead skill or concept statement. This indicates a specialized application or a higher curriculum-planning level than the lead performance indicator.

Major Topics In the Marketing Education Curriculum

Foundations:

Economics

Basic Concepts Economic Systems Cost-Profit Relationships Economic Indicators/Trends
International Concepts

Communication and Interpersonal Skills

Fundamentals of Communication Staff Communications Ethics in Communication
Group Working Relationships Customer Relationships Dealing with Conflict

Professional Development

Self-Understanding Self-Development Career Planning Job-Seeking Skills
Continuing Development

Business, Management, and Entrepreneurship

Business Fundamentals Technological Tools Business Risks Business Regulation
Organizing Staffing
Leading Controlling Planning Functions

Distribution Product/Service Management

Nature and Scope Order Fulfillment Quality Assurances
Warehousing/Stock Handling Product Mix Management of Distribution Positioning

Financing Promotion

Nature and Scope Extending Credit Advertising
Obtaining Business Credit Publicity/Public Relations

Marketing-Information Management

Sales Promotion Nature and Scope Management of Promotion
Information Gathering

Selling

Information Processing Nature and Scope Information Reporting
Product Knowledge Marketing Planning Process and Techniques

Pricing

Support Activities Nature and Scope Management of Determining Prices Selling Activities

Performance Activities

A performance activity is provided for each performance indicator. These activities can be used to reinforce concepts, practice skills, extend knowledge, and/or assess student performance. Considerations made in developing the activities are as follows: The activities should promote critical thinking, decision-making, and teamwork. A variety of activities should be developed to appeal to different learning and teaching styles and to maintain student interest. The activities should reflect the intent of the performance indicators; e.g., concept-oriented activities should be developed for concept-oriented performance indicators.

The activities should enable students to integrate and apply academic content. The activities should encourage the use of technology. The activities should be viewed as examples that can be used for instructional assistance. They should not be considered mandatory or all inclusive. The activities should be developed from the studentTMs point of view; i.e., the activities are for a student to complete, rather than instructional directions for a teacher to implement.

National Standards **Introduction to Marketing Education**

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Appendix A Idaho Exiting Standards

Acknowledgments

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ECONOMICS

1. Basic Concepts

Career Sustaining Level

- | | | |
|-----|--|---|
| 1.1 | Distinguish between economic goods and services
Understand basic economic concepts | 510.01 a, b, d |
| 1.2 | Explain the concept of economic resources
Understand basic economic concepts
Understand the concept of money
Understand there are many influences on economic systems
Read a variety of traditional and electronic materials for information and understanding
Speak to share an understanding of information | 510.01 d, f, g
511.01 a, b
512.01 a, b
752.01 d, e
755.01 a, b |
| 1.3 | Describe the nature of economics and economic activities
Understand basic economic concepts
Understand the concept of money
Understand there are many influenced on economic systems
Know the different types of economic institutions and understand how they differ from one another
Understand the concepts of good personal finance
Read a variety of traditional and electronic materials for information and understanding
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation
Read to locate information from a variety of traditional, technical and electronic sources
Read for technical information | 510.01 a, b, c, d, e, f, g
511.01 a, b
512.01 a, b, c
513.01 a, b, c, d, e
514.01 a, b, c
752.01 a, d, e
752.03 e
752.04 b
752.05 a |
| 1.4 | Determine forms of economic utility created by marketing activities
Understand basic economic concepts
Understand the concept of money
Understand there are many influenced on economic systems | 510.01 a, b, c, d, e, f, g
511.01 a, b
512.01 a, b, c |
| 1.5 | Explain the principles of supply and demand
Understand data analysis
Collect, organize and display data
Apply simple statistical measurements
Make predictions or decisions based on data
Understand the concept of functions
Understand basic economic concepts
Understand there are many influenced on economic systems
Read a variety of traditional and electronic materials for information and understanding
Speak to share an understanding of information | 352.01 a
352.02 a
353.03 c
352.05 a, b
353.01 a
510.01 a, b, d, f, g
512.01 a, b, c
752.01 d, e
755.01 a, b |
| 1.6 | Describe the concept of price
Estimate and judge reasonableness of results
Understand the concept of functions
Apply functions to a variety of problems
Understand basic economic concepts
Understand the concept of money
Understand there are many influenced on economic systems
Read a variety of traditional and electronic materials for information and understanding
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation
Read to locate information from a variety of traditional, technical and electronic sources | 347.03 a
353.01 a
353.03 a
510.01 b
511.01 a, b
512.01 a, b, c
752.01 a, d, e
752.03 e
752.04 b |

2. Economic System

Career Sustaining Level

- 2.1 Explain the types of economic systems
- Understand basic economic concepts 510.01 d, f
 - Understand there are many influenced on economic systems 512.01 a, b, c
 - Understand the relationship between civic life, politics and government 502.01 a, b, c
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
- 2.2 Determine the relationship between government and business
- Understand basic economic concepts 510.01 d, e, f, g
 - Understand there are many influenced on economic systems 512.01 b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a, b
 - Understand the significance of United States foreign policy in the modern world 505.01 a, b, c
 - Understand the political, social and economic responses to industrialization and technological innovations that have occurred in the United States 496.01 f
- 2.3 Explain the concept of private enterprise
- Understand basic economic concepts 510.01 f
 - Understand the concept of money 511.01 b
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a, b
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
- 2.4 Identify factors affecting a business's profit
- Understand basic economic concepts 510.01 a, b, c, d, f
 - Understand the concept of money 511.01 b
 - Understand there are many influenced on economic systems 512.01 a, b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a
 - Speak for critical analysis and evaluation 755.03 a, b
- 2.5 Determine factors affecting business risk
- Understand basic economic concepts 510.01 a, b, c, d, e, f
 - Understand the concept of money 511.01 b
 - Understand there are many influenced on economic systems 512.01 a, b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a
- 2.6 Explain the concept of competition
- Understand basic economic concepts 510.01 d, f
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b

3. Cost/Profit Relationships

Career Sustaining Level

- 3.1 Explain the concept of productivity
- Understand basic economic concepts 510.01 d
 - Understand there are many influenced on economic systems 512.01 a, b, c
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b

COMMUNICATION AND INTERPERSONAL SKILLS

4. Fundamentals of Communication

Prerequisite Level

- 4.1 Explain the nature of effective communications
- Read a variety of traditional and electronic materials for information and understanding 752.01 a, b, c, d, e, f, g, h
 - Read and respond to a variety of literature to compare and contrast the many dimensions of human experience 752.02 a, b, c, d, e
 - Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 a, b, c, d, e
 - Read to locate information from a variety of traditional, technical and electronic sources 752.04 a, b, c
 - Read for technical information 752.05 a, b, c, d, e
 - Understand and use the writing process 753.01 a, b, c
 - Write and edit for correctness and clarity 753.02 a, b
 - Write to inform and explain 753.03 a, b
 - Write for literary response and expression 753.04 a, b, c
 - Write to critically analyze and evaluate 753.05 a, b, c
 - Write to gather, synthesize and communicate research findings 753.06 a, b, c
 - Listening for information and understanding 754.01 a, b, c
 - Listen for literary response and expression 754.02 a
 - Listen for critical analysis and evaluation 754.03 a
 - Speak to share an understanding of information 755.01 a, b, c
 - Speak for literary response and expression 755.02 a
 - Speak for critical analysis and evaluation 755.03 a, b
 - View for information and understanding 756.01 a, b
 - View media sources for personal response and expression 756.02 a
 - View media to engage in critical analysis and evaluation 756.03 a, b
 - Use a variety of resources to produce visuals that communicate through print and non-print media 756.04 a
- 4.2 Apply effective listening skills
- Listening for information and understanding 754.01 a, b, c
 - Speak for literary response and expression 755.02 a
- 4.3 Use proper grammar and vocabulary
- Understand and use the writing process 753.01 a, b, c
 - Write and edit for correctness and clarity 753.02 a, b
 - Write to inform and explain 753.03 a, b
 - Write to critically analyze and evaluate 753.05 a, b, c
 - Write to gather, synthesize and communicate research findings 753.06 a, b, c
 - Speak to share an understanding of information 755.01 a, b, c
 - Speak for literary response and expression 755.02 a
 - Speak for critical analysis and evaluation 755.03 a, b
- 4.4 Explain the nature of effective verbal communications
- Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Listen for literary response and expression 754.02 a
 - Speak to share an understanding of information 755.01 a, b, c
 - Speak for critical analysis and evaluation 755.03 b
- 4.5 Address people properly
- Understand and use the writing process 753.01 c
 - Write and edit for correctness and clarity 753.02 b
 - Write to inform and explain 753.03 b
 - Speak to share an understanding of information 755.01 a, b, c

Speak for critical analysis and evaluation

755.03 b

Career Sustaining Level

4.6 Reinforce service orientation through communication

- Understand and use the writing process 753.01 c
- Write and edit for correctness and clarity 753.02 b
- Write to inform and explain 753.03 b
- Write to critically analyze and evaluate 753.05 c
- Write to gather, synthesize and communicate research findings 753.06 c
- Speak to share an understanding of information 755.01 a, b, c
- Speak for critical analysis and evaluation 755.03 a, b

4.7 Handle telephone calls in a businesslike manner

- Understand and use the writing process 753.01 c
- Write and edit for correctness and clarity 753.02 b
- Write to inform and explain 753.03 b
- Listening for information and understanding 754.01 a, b, c
- Listen for literary response and expression 754.02 a
- Speak to share an understanding of information 755.01 a, b, c
- Speak for critical analysis and evaluation 755.03 b

4.8 Explain the nature of written communication

- Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
- Understand and use the writing process 753.01 a, b, c
- Write and edit for correctness and clarity 753.02 a, b
- Write to inform and explain 753.03 a, b
- Write to critically analyze and evaluate 753.05 a, b, c
- Write to gather, synthesize and communicate research findings 753.06 a, b, c
- Speak to share an understanding of information 755.01 a, b

4.9 Write business letters

- Understand and use the writing process 753.01 b
- Write and edit for correctness and clarity 753.02 a, b
- Write to inform and explain 753.03 a, b
- Write to gather, synthesize and communicate research findings 753.06 a, b, c

4.10 Write informational messages

- Understand and use the writing process 753.01 b
- Write and edit for correctness and clarity 753.02 a, b
- Write to inform and explain 753.03 a, b
- Write to gather, synthesize and communicate research findings 753.06 a, b, c

4.11 Write inquiries

- Write and edit for correctness and clarity 753.02 b
- Write to inform and explain 753.03 a, b
- Write to gather, synthesize and communicate research findings 753.06 a

4.12 Use communications technologies/systems

- (e.g., e-mail, faxes, voice mail, cell phones, etc.)
- Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 e
- Speak to share an understanding of information 755.01 b

5. Staff Communications

Prerequisite Level

5.1 Follow directions

- Read a variety of traditional and electronic materials for information and understanding 752.01 a, b, c, d, e, f

	<p>Read to locate information from a variety of traditional, technical and electronic sources</p> <p>Listening for information and understanding</p>	<p>752.04 b, c</p> <p>754.01 a, c</p>
<i>Career Sustaining Level</i>		
5.2	<p>Explain the nature of staff communication</p> <p>Read a variety of traditional and electronic materials for information and understanding</p> <p>Read and respond to a variety of literature to compare and contrast the many dimensions of human experience</p> <p>Read a variety of traditional, technical and electronic materials for critical analysis and evaluation</p> <p>Read to locate information from a variety of traditional, technical and electronic sources</p> <p>Read for technical information</p> <p>Understand and use the writing process</p> <p>Write and edit for correctness and clarity</p> <p>Write to inform and explain</p> <p>Write for literary response and expression</p> <p>Write to critically analyze and evaluate</p> <p>Write to gather, synthesize and communicate research findings</p> <p>Listening for information and understanding</p> <p>Listen for literary response and expression</p> <p>Listen for critical analysis and evaluation</p> <p>Speak to share an understanding of information</p> <p>Speak for literary response and expression</p> <p>Speak for critical analysis and evaluation</p> <p>View for information and understanding</p> <p>View media sources for personal response and expression</p> <p>View media to engage in critical analysis and evaluation</p> <p>Use a variety of resources to produce visuals that communicate through print and non-print media</p>	<p>752.01 a, b, c, d, e, f, g, h</p> <p>752.02 a, b, c, d, e</p> <p>752.03 a, b, c, d, e</p> <p>752.04 a, b, c</p> <p>752.05 a, b, c, d, e</p> <p>753.01 a, b, c</p> <p>753.02 a, b</p> <p>753.03 a, b</p> <p>753.04 a, b, c</p> <p>753.05 a, b, c</p> <p>753.06 a, b, c</p> <p>754.01 a, b, c</p> <p>754.02 a</p> <p>754.03 a</p> <p>755.01 a, b, c</p> <p>755.02 a</p> <p>755.03 a, b</p> <p>756.01 a, b</p> <p>756.02 a</p> <p>756.03 a, b</p> <p>756.04 a</p>
5.3	<p>Explain the use of inter-departmental/company communications</p> <p>Read a variety of traditional and electronic materials for information and understanding</p> <p>Read and respond to a variety of literature to compare and contrast the many dimensions of human experience</p> <p>Read a variety of traditional, technical and electronic materials for critical analysis and evaluation</p> <p>Read to locate information from a variety of traditional, technical and electronic sources</p> <p>Read for technical information</p> <p>Understand and use the writing process</p> <p>Write and edit for correctness and clarity</p> <p>Write to inform and explain</p> <p>Write for literary response and expression</p> <p>Write to critically analyze and evaluate</p> <p>Write to gather, synthesize and communicate research findings</p> <p>Listening for information and understanding</p> <p>Listen for literary response and expression</p> <p>Listen for critical analysis and evaluation</p> <p>Speak to share an understanding of information</p> <p>Speak for literary response and expression</p> <p>Speak for critical analysis and evaluation</p> <p>View for information and understanding</p> <p>View media sources for personal response and expression</p> <p>View media to engage in critical analysis and evaluation</p> <p>Use a variety of resources to produce visuals that communicate through print and non-print media</p>	<p>752.01 a, b, c, d, e, f, g, h</p> <p>752.02 a, b, c, d, e</p> <p>752.03 a, b, c, d, e</p> <p>752.04 a, b, c</p> <p>752.05 a, b, c, d, e</p> <p>753.01 a, b, c</p> <p>753.02 a, b</p> <p>753.03 a, b</p> <p>753.04 a, b, c</p> <p>753.05 a, b, c</p> <p>753.06 a, b, c</p> <p>754.01 a, b, c</p> <p>754.02 a</p> <p>754.03 a</p> <p>755.01 a, b, c</p> <p>755.02 a</p> <p>755.03 a, b</p> <p>756.01 a, b</p> <p>756.02 a</p> <p>756.03 a, b</p> <p>756.04 a</p>

6. Ethics in Communication

Prerequisite Level

- | | | |
|-----|--|----------------|
| 6.1 | Respect the privacy of others | |
| | Understand there are many influences on economic systems | 512.01 a |
| | Understand that all citizens of the United States have responsibilities and rights | 506.01 a, d |
| | Demonstrate the ability to use communication skills to enhance health | 843.01 a, b, c |

7. Group Working Relationships

Prerequisite Level

- | | | |
|-----|--|----------------|
| 7.1 | Treat others fairly at work | |
| | Understand there are many influences on economic systems | 512.01 a |
| | Understand that all citizens of the United States have responsibilities and rights | 506.01 a, d |
| | Understand the political, social and economic responses to industrialization and technological innovations that have occurred in the United States | 496.01 b |
| | Understand the cultural and social development of the United States | 498.01 a, b |
| | Demonstrate the ability to use communication skills to enhance health | 843.01 a, b, c |

Career Sustaining Level

- | | | |
|-----|--|----------------|
| 7.2 | Develop cultural sensitivity | |
| | Understand there are many influences on economic systems | 512.01 a |
| | Understand that all citizens of the United States have responsibilities and rights | 506.01 a, d |
| | Understand the role of migration and immigration of people in the development of the United States | 495.01 a, b, c |
| | Understand the political, social and economic responses to industrialization and technological innovations that have occurred in the United States | 496.01 b |
| | Understand the cultural and social development of the United States | 498.01 a, b |
| | Listening for information and understanding | 754.01 a, b, c |
| | Listen for literary response and expression | 754.02 a |
| | Speak to share an understanding of information | 755.01 a, b, c |
| | Speak for critical analysis and evaluation | 755.03 a, b |
| | Demonstrate the ability to use communication skills to enhance health | 843.01 a, b, c |
| 7.3 | Foster positive working relationships | |
| | Understand the cultural and social development of the United States | 498.01 a, b |
| | Understand that interpersonal relationships are important in scientific endeavors | 658.01 a |
| | Understand technical communication | 658.02 a, b |
| | Listening for information and understanding | 754.01 a, b, c |
| | Listen for literary response and expression | 754.02 a |
| | Speak to share an understanding of information | 755.01 a, b, c |
| | Speak for critical analysis and evaluation | 755.03 a, b |
| | Demonstrate the ability to use communication skills to enhance health | 843.01 a, b, c |
| 7.4 | Participate as a team member | |
| | Understand the cultural and social development of the United States | 498.01 a, b |
| | Understand that interpersonal relationships are important in scientific endeavors | 658.01 a |
| | Understand technical communication | 658.02 a, b |
| | Listening for information and understanding | 754.01 a, b, c |
| | Listen for literary response and expression | 754.02 a |
| | Speak to share an understanding of information | 755.01 a, b, c |
| | Speak for critical analysis and evaluation | 755.03 a, b |
| | View media sources for personal response and expression | 756.02 a |
| | View media to engage in critical analysis and evaluation | 756.03 a, b |

Use a variety of resources to produce visuals that communicate through print and non-print media	756.04	a
Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c

8. Customer Relationships

Career Sustaining Level

8.1	Explain the nature of positive customer/client relations	
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
	Organize, analyze and apply health information practices and services appropriate for individual needs	844.01 c
8.2	Demonstrate a customer-service mindset	
	Read a variety of traditional and electronic materials for information and understanding	752.01 a, b, c
	Understand and use the writing process	753.01 a, b, c
	Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01 c
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
	Organize, analyze and apply health information practices and services appropriate for individual needs	844.01 a
8.3	Handle customer inquiries	
	Listening for information and understanding	754.01 a, c
	Speak to share an understanding of information	755.01 b, c
	Speak for critical analysis and evaluation	755.03 a

9. Dealing with Conflict

Prerequisite Level

9.1	Show empathy for others	
	Understand and use the writing process	753.01 b, c
	Write and edit for correctness and clarity	753.02 b
	Write to inform and explain	753.03 b
	Write to critically analyze and evaluate	753.05 c
	Listening for information and understanding	754.01 a, b, c
	Listen for literary response and expression	754.02 a
	Speak to share an understanding of information	755.01 a, b, c
	Speak for literary response and expression	755.02 a
	Speak for critical analysis and evaluation	755.03 a, b
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
9.2	Use appropriate assertiveness	
	Understand and use the writing process	753.01 b, c
	Write and edit for correctness and clarity	753.02 b
	Write to inform and explain	753.03 b
	Write to critically analyze and evaluate	753.05 c
	Listening for information and understanding	754.01 a, b, c
	Listen for literary response and expression	754.02 a
	Speak to share an understanding of information	755.01 a, b, c
	Speak for literary response and expression	755.02 a
	Speak for critical analysis and evaluation	755.03 a, b
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
9.3	Demonstrate problem-solving skills	
	Acquire critical thinking and analytical skills	489.01 a
	Understand and use the writing process	753.01 b, c
	Write and edit for correctness and clarity	753.02 b

Write to inform and explain	753.03	b
Write to critically analyze and evaluate	753.05	c
Listening for information and understanding	754.01	a, b, c
Listen for literary response and expression	754.02	a
Speak to share an understanding of information	755.01	a, b, c
Speak for literary response and expression	755.02	a
Speak for critical analysis and evaluation	755.03	a, b
Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c

Career Sustaining Level

9.4 Handle difficult customers

Understand and use the writing process	753.01	b, c
Write and edit for correctness and clarity	753.02	b
Write to inform and explain	753.03	b
Write to critically analyze and evaluate	753.05	c
Listening for information and understanding	754.01	a, b, c
Listen for literary response and expression	754.02	a
Speak to share an understanding of information	755.01	a, b, c
Speak for literary response and expression	755.02	a
Speak for critical analysis and evaluation	755.03	a, b
Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c

9.5 Interpret business policies to customers/clients

Read a variety of traditional and electronic materials for information and understanding	752.01	a, c, d, e, f, h
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation	752.03	a, c, d
Read to locate information from a variety of traditional, technical and electronic sources	752.04	a, b, c
Understand and use the writing process	753.01	b, c
Write and edit for correctness and clarity	753.02	b
Write to inform and explain	753.03	b
Write to critically analyze and evaluate	753.05	c
Listening for information and understanding	754.01	a, b, c
Listen for literary response and expression	754.02	a
Speak to share an understanding of information	755.01	a, b, c
Speak for literary response and expression	755.02	a
Speak for critical analysis and evaluation	755.03	a, b
Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c

9.6 Handle customer/client complaints

Understand and use the writing process	753.01	b, c
Write and edit for correctness and clarity	753.02	b
Write to inform and explain	753.03	b
Write to critically analyze and evaluate	753.05	c
Listening for information and understanding	754.01	a, b, c
Listen for literary response and expression	754.02	a
Speak to share an understanding of information	755.01	a, b, c
Speak for literary response and expression	755.02	a
Speak for critical analysis and evaluation	755.03	a, b
Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c

9.7 Handle situations when the customer is at fault

Understand and use the writing process	753.01	b, c
Write and edit for correctness and clarity	753.02	b
Write to inform and explain	753.03	b
Write to critically analyze and evaluate	753.05	c
Listening for information and understanding	754.01	a, b, c
Listen for literary response and expression	754.02	a
Speak to share an understanding of information	755.01	a, b, c
Speak for literary response and expression	755.02	a

Speak for critical analysis and evaluation
 Demonstrate the ability to use communication skills to enhance health

755.03 a, b
 843.01 a, b, c

PROFESSIONAL DEVELOPMENT

10. Self-Understanding

Prerequisite Level

- | | | |
|------|---|---|
| 10.1 | Identify desirable personality traits important to business
Speak for critical analysis and evaluation | 755.03 a, b |
| 10.2 | Maintain appropriate personal appearance
Acquire the essential skills to lead a healthy life
Demonstrate the ability to use communication skills to enhance health | 841.01 a, d, f
843.01 a, b, c |
| 10.3 | Maintain positive attitude
Read a variety of traditional and electronic materials for information and understanding
Read and respond to a variety of literature to compare and contrast the many dimensions of human experience
Listening for information and understanding
Listen for critical analysis and evaluation
Acquire the essential skills to lead a healthy life
Demonstrate the ability to practice health-enhancing behaviors and reduce health risks
Demonstrate the ability to use communication skills to enhance health
Organize, analyze and apply health information practices and services appropriate for individual needs
Understand and demonstrate the key components to positive mental and emotional health | 752.01 d, f
752.02 b, e
754.01 b, c
754.03 a
841.01 a, d, f
842.01 c
843.01 a, b, c
844.01 a, b, c
845.01 a, b |
| 10.4 | Demonstrate interest and enthusiasm
Read and respond to a variety of literature to compare and contrast the many dimensions of human experience
Understand and use the writing process
Listening for information and understanding
Speak to share an understanding of information
Use a variety of resources to produce visuals that communicate through print and non-print media
Demonstrate the ability to practice health-enhancing behaviors and reduce health risks
Demonstrate the ability to use communication skills to enhance health
Organize, analyze and apply health information practices and services appropriate for individual needs
Understand and demonstrate the key components to positive mental and emotional health | 752.02 b, d, e
753.01 b, c
754.01 a, c
755.01 c
756.04 a
842.01 a, b, c
843.01 a, b
844.01 a, b
845.01 a, b |
| 10.5 | Demonstrate responsible behavior
Understand that interpersonal relationships are important in scientific endeavors
Read a variety of traditional and electronic materials for information and understanding
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation
Read for technical information
Understand and use the writing process
Write and edit for correctness and clarity
Write to inform and explain
Write to critically analyze and evaluate
Write to gather, synthesize and communicate research findings
Listening for information and understanding | 658.01 a
752.01 a, b, c, d, e, f
752.03 a, b, e
752.05 a, b, c, d, e
753.01 a, b
753.02 b
753.03 a, b
753.05 a, c
753.06 a, b, c
754.01 a, b |

	Speak to share an understanding of information	755.01 a, b, c
	Speak for critical analysis and evaluation	755.03 a, b
	View for information and understanding	756.01 a, b
	View media sources for personal response and expression	756.02 a
	View media to engage in critical analysis and evaluation	756.03 a
	Use a variety of resources to produce visuals that communicate through print and non-print media	756.04 a
	Acquire the essential skills to lead a healthy life	841.01 a
	Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01 c
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
10.6	Demonstrate honesty and integrity	
	Read a variety of traditional and electronic materials for information and understanding	752.01 e, f
	Write to critically analyze and evaluate	753.05 a, b, c
	Write to gather, synthesize and communicate research findings	753.06 a, b, c
	Speak to share an understanding of information	755.01 b
	Acquire the essential skills to lead a healthy life	841.01 a
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
	Organize, analyze and apply health information practices and services appropriate for individual needs	844.01 a
	Understand and demonstrate the key components to positive mental and emotional health	845.01 a, b
10.7	Recognize personal biases and stereotypes	
	Read a variety of traditional and electronic materials for information and understanding	752.01 a, b, c, d, g, h
	Read a variety of traditional, technical and electronic materials for critical analysis and evaluation	752.03 a, b, c, d, e
	Understand and use the writing process	753.01 a, b, c
	Write to inform and explain	753.03 a
	Write to critically analyze and evaluate	753.05 a, b, c
	Listening for information and understanding	754.01 a, b, c
	Listen for literary response and expression	754.02 a
	View for information and understanding	756.01 a, b
	View media sources for personal response and expression	756.02 a
	View media sources for personal response and expression	756.02 a, b
	Use a variety of resources to produce visuals that communicate through print and non-print media	756.04 a
	Acquire the essential skills to lead a healthy life	841.01 a, c
	Demonstrate the ability to use communication skills to enhance health	843.01 a, b, c
	Organize, analyze and apply health information practices and services appropriate for individual needs	844.01 a
	Understand and demonstrate the key components to positive mental and emotional health	845.01 a, b
10.8	Demonstrate ethical work habits	
	Understand and use the writing process	753.01 a, b, c
	Write to inform and explain	753.03 a, b
	Write to critically analyze and evaluate	753.05 c
	Speak to share an understanding of information	755.01 a, b, c
	Speak for critical analysis and evaluation	755.03 a, b
	Acquire the essential skills to lead a healthy life	841.01 f
10.9	Demonstrate orderly and systematic behavior	
	Understand systems, order and organization	648.01 a
	Understand and use the writing process	753.01 a, b, c
	Write to inform and explain	753.03 a, b
	Write to critically analyze and evaluate	753.05 c
	Speak to share an understanding of information	755.01 a, b, c
	Speak for critical analysis and evaluation	755.03 a, b

Acquire the essential skills to lead a healthy life	841.01	f
Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01	c
Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c
Organize, analyze and apply health information practices and services appropriate for individual needs	844.01	a, b, c
Understand and demonstrate the key components to positive mental and emotional health	845.01	a, b
10.10 Demonstrate initiative		
Understand and use the writing process	753.01	a, b, c
Write to inform and explain	753.03	a, b
Write to critically analyze and evaluate	753.05	c
Speak to share an understanding of information	755.01	a, b, c
Speak for critical analysis and evaluation	755.03	a, b
Acquire the essential skills to lead a healthy life	841.01	f
10.11 Demonstrate self-control		
Understand and use the writing process	753.01	a, b, c
Write to inform and explain	753.03	a, b
Write to critically analyze and evaluate	753.05	c
Speak to share an understanding of information	755.01	a, b, c
Speak for critical analysis and evaluation	755.03	a, b
Acquire the essential skills to lead a healthy life	841.01	f

11. Self-Development

Prerequisite Level

11.1 Assess personal interests and skills needed for success in business		
Demonstrate the ability to use communication skills to enhance health	843.01	a
11.2 Explain the concept of self-esteem		
Read a variety of traditional and electronic materials for information and understanding	752.01	d, e
Speak to share an understanding of information	755.01	a, b
Demonstrate the ability to use communication skills to enhance health	843.01	b, c
Understand and demonstrate the key components to positive mental and emotional health	845.01	a, b
11.3 Use feedback for personal growth		
Demonstrate the ability to use communication skills to enhance health	843.01	c
Understand and demonstrate the key components to positive mental and emotional health	845.01	a, b
11.4 Adjust to change		
Understand the cause and effects of population change	656.02	a, b
Understand the importance of natural resources and the need to manage and conserve them	656.03	a, b, c
Understand different uses of technology in science and how they affect our standard of living	656.04	a
Understand and demonstrate the key components to positive mental and emotional health	845.01	a, b

Career Sustaining Level

11.5 Make decisions		
Acquire critical thinking and analytical skills	489.01	a, b, c
11.6 Set personal goals		
Demonstrate the ability to use communication skills to enhance health	843.01	b, c
Understand and demonstrate the key components to positive mental		

and emotional health

845.01 a, b

12. Career Planning

Prerequisite Level

- 12.1 Analyze employer expectations in the business environment
- Understand systems, order and organization 648.01 a
 - Understand scientific inquiry and develop critical thinking skills 649.01 e, g
 - Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 d, e
 - Understand that interpersonal relationships are important in scientific endeavors 658.01 a
 - Understand technical communication 658.02 a, b
 - Demonstrate the ability to use communication skills to enhance health 843.01 a, b, c
- 12.2 Explain the rights of workers
- Understand the evolution of democracy 490.01 c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 e
 - Understand the political, social and economic responses to industrialization and technological innovations that have occurred in the United States 496.01 a, b
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b

Career Sustaining Level

- 12.3 Identify sources of career information
- Understand technical communication 658.02 a
 - Speak for critical analysis and evaluation 755.03 a, b
 - View media sources for personal response and expression 756.02 a
 - View media to engage in critical analysis and evaluation 756.03 a, b
 - Use a variety of resources to produce visuals that communicate through print and non-print media 756.04 a
- 12.4 Identify tentative occupational interest
- View media to engage in critical analysis and evaluation 756.03 a, b
- 12.5 Explain employment opportunities in marketing
- Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
 - View media sources for personal response and expression 756.02 a
 - View media to engage in critical analysis and evaluation 756.03 a, b
 - Use a variety of resources to produce visuals that communicate through print and non-print media 756.04 a
- 12.6 Explain employment opportunities in business
- Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
 - View media sources for personal response and expression 756.02 a
 - View media to engage in critical analysis and evaluation 756.03 a, b
 - Use a variety of resources to produce visuals that communicate through print and non-print media 756.04 a

13. Job-Seeking Skills

Prerequisite Level

- 13.1 Utilize job-search strategies
- Write to gather, synthesize and communicate research findings 753.06 a, b, c
 - View for information and understanding 756.01 a, b

- 13.2 Complete a job application
Read for technical information 752.05 e
- 13.3 Interview for a job
Read for technical information 752.05 d
Listen for information and understanding 754.01 a, b, c
Listen for literary response and expression 754.02 a
Speak to share an understanding of information 755.01 a, b
Speak for critical analysis and evaluation 755.03 a, b

Career Sustaining Level

- 13.4 Write a follow-up letter after job interviews
Read and respond to a variety of literature to compare and contrast the many dimensions of human experience 752.02 d
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 e
Understand and use the writing process 753.01 a, c
Write and edit for correctness and clarity 753.02 a, b
- 13.5 Write a letter of application
Read and respond to a variety of literature to compare and contrast the many dimensions of human experience 752.02 d
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 e
Understand and use the writing process 753.01 a, c
Write and edit for correctness and clarity 753.02 a, b
- 13.6 Prepare a résumé
Read and respond to a variety of literature to compare and contrast the many dimensions of human experience 752.02 d
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 e
Understand and use the writing process 753.01 a, c
Write and edit for correctness and clarity 753.02 a
Write to inform and explain 753.03 a, b

14. Continuing Development

Prerequisite Level

- 14.1 Describe techniques for obtaining work experience
(e.g., volunteer activities, internships)
Read a variety of traditional and electronic materials for information and understanding 752.01 a, d, e
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 e
Read to locate information from a variety of traditional, technical and electronic sources 752.04 b
Read for technical information 752.05 a
- 14.2 Explain the need for ongoing education as a worker
Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
Speak to share an understanding of information 755.01 a, b
- 14.3 Explain possible advancement patterns for jobs
Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
Speak to share an understanding of information 755.01 a, b

BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP

15. Business Fundamentals

Career Sustaining Level

- 15.1 Explain the role of business in society
- Understand basic economic concepts 510.01 a, b, c, d, e
 - Understand the concept of money 511.01 a, b
 - Understand there are many influences on economic systems 512.01 a, b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a, b, c, d, e
 - Understand the political, social and economic responses to industrialization and technological innovations that have occurred in the United States 496.01 a, b
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
- 15.2 Describe types of business activities
- Understand basic economic concepts 510.01 a, b, c, d, e
 - Understand the concept of money 511.01 a, b
 - Understand there are many influences on economic systems 512.01 a, b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a, b, c, d, e
 - Understand the concepts of good personal finance 514.01 a, b, c
 - Read a variety of traditional and electronic materials for information and understanding 752.01 a, d, e
 - Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 e
 - Read to locate information from a variety of traditional, technical and electronic sources 752.04 b
 - Read for technical information 752.05 a
- 15.3 Explain marketing and its importance in a global economy
- Understand basic economic concepts 510.01 a, b, c
 - Understand the concept of money 511.01 a, b
 - Understand there are many influences on economic systems 512.01 a, b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a, b, c, d, e
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
- 15.4 Describe marketing functions and related activities
- Understand basic economic concepts 510.01 a, b, c
 - Understand technical communication 658.02 a, b
 - Read a variety of traditional and electronic materials for information and understanding 752.01 a, d, e
 - Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 e
 - Read to locate information from a variety of traditional, technical and electronic source 752.04 b
 - Read for technical information 752.05 a
- 15.5 Explain the nature and scope of purchasing
- Perform computations accurately 347.02 a, b
 - Estimate and judge reasonableness of results 347.03 a
 - Understand and use a variety of problem-solving skills 348.01 a
 - Use reasoning skills to recognize problems and express them mathematically 348.02 a, c
 - Apply appropriate technology and models to find solutions to problems 348.03 a, b
 - Communicate results using appropriate terminology and methods 348.04 a

	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
15.6	Explain the concept of production	
	Estimate and judge reasonableness of results	347.03 a
	Understand and use customary and metric measurements	249.01 a
	Understand basic economic concepts	510.01 a, b, c, d, e
	Know the different types of economic institutions and understand how they differ from one another	513.01 e
	Understand that interpersonal relationships are important in scientific endeavors	658.01 a
	Understand technical communication	658.02 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	752.01 a, b
15.7	Explain the concept of accounting	
	Understand and use numbers	347.01 a
	Perform computations accurately	347.02 a, b
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Use reasoning skills to recognize problems and express them	348.02 a, c
	Apply appropriate technology and models to find solutions to problems	348.03 a, b
	Communicate results using appropriate terminology and methods	348.04 a
	Use algebraic symbolism as a tool to represent mathematical relationships	350.01 a
	Evaluate algebraic expressions	350.02 b
	Solve simple linear systems of equations or inequalities	350.04 a
	Collect, organize and display data	352.02 a
	Make predictions or decisions based on data	352.05 b
	Understand the concept of functions	353.01 a
	Apply functions to a variety of problems	353.03 a
	Understand the concept of money	511.01 b
	Know the different types of economic institutions and understand how they differ from one another	513.01 a, b, c
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
15.8	Explain the concept of management	
	Understand and use numbers	347.01 a
	Perform computations accurately	347.02 a, b
	Understand and use a variety of problem-solving skills	348.01 a
	Use reasoning skills to recognize problems and express them mathematically	348.02 a
	Apply appropriate technology and models to find solutions to problems	348.03 a, b
	Communicate results using appropriate terminology and methods	348.04 a
	Perform error analysis	349.05 b
	Use algebraic symbolism as a tool to represent mathematical relationships	350.01 a
	Evaluate algebraic expressions	350.02 b
	Solve simple linear systems of equations or inequalities	350.04 a
	Understand data analysis	352.01 a
	Collect, organize and display data	352.02 a
	Apply simple statistical measurements	352.03 a
	Make predictions or decisions based on data	352.05 a, b
	Represent equations, inequalities and functions in a variety of formats	353.02 a
	Understand basic economic concepts	510.01 a, b, c, d, e
	Understand the concept of money	511.01 a, b
	Know the different types of economic institutions and understand how they differ from one another	513.01 a, b, c, d, e
	Understand technical communication	658.02 a, b
	Read a variety of traditional and electronic materials	

for information and understanding	752.01 d, e
Speak to share an understanding of information	755.01 a, b
Demonstrate the ability to use communications skills to enhance health	843.01 a

- 15.9 Explain the types of business ownership
- Know the different types of economic institutions and understand how they differ from one another 513.01 a, b, c, e
- Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
- Speak to share an understanding of information 755.01 a, b

16. Technological Tools

Career Sustaining Level

- 16.1 Identify ways that technology impacts business
- Apply appropriate technology and models to find solutions to problems 348.03 a
- Make predictions or decisions based on data 352.05 a
- Understand the political, social and economic responses to industrialization and technological innovations that have occurred in the United States 496.01 f
- Understand scientific inquiry and develop critical thinking skills 348.01 c
- Understand the individual behavior of organisms and their interactions in populations and communities as influenced by physiological and environmental factors 653.02 c
- Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 a, b, d, e
- Understand the cause and effects of population change 656.02 a
- Understand different uses of technology in science and how they affect our standard of living 656.04 a
- Read for technical information 752.05 a, b, c, d, e
- Write to inform and explain 753.03 a
- Speak for critical analysis and evaluation 755.03 a, b
- 16.2 Demonstrate basic word-processing skills
- Read a variety of traditional and electronic materials for information and understanding 752.01 a, b, c
- Understand and use the writing process 753.01 a, b, c
- Write and edit for correctness and clarity 753.02 b
- Write to inform and explain 753.03 a
- Write for literary response and expression 753.04 c
- Write to gather, synthesize and communicate research findings 753.06 a, b, c
- Demonstrate the ability to practice health-enhancing behaviors and reduce health risks 842.01 c
- Demonstrate the ability to use communication skills to enhance health 843.01 a, b, c
- 16.3 Demonstrate basic presentation software skills
- Understand data analysis 352.01 a
- Collect, organize and display data 352.02 a
- Apply simple statistical measurements 352.03 a
- Make predictions or decisions based on data 352.05 a, b, c
- Read a variety of traditional and electronic materials for information and understanding 752.01 a, b, c
- Understand and use the writing process 753.01 a, b, c
- Use a variety of resources to produce visuals that communicate through print and non-print media 756.04 a
- Demonstrate the ability to practice health-enhancing behaviors and reduce health risks 842.01 c
- Demonstrate the ability to use communication skills to enhance health 843.01 a, b, c
- 16.4 Demonstrate basic database skills
- Understand data analysis 352.01 a
- Read a variety of traditional and electronic materials

	for information and understanding	752.01	a, b, c
	Understand and use the writing process	753.01	a, b, c
	Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01	c
	Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c
16.5	Demonstrate basic spreadsheet skills		
	Communicate results using appropriate terminology and methods	348.04	a
	Use algebraic symbolism as a tool to represent mathematical relationships	350.01	a
	Evaluate algebraic expressions	350.02	b
	Solve algebraic equations and inequalities	350.03	a
	Represent equations, inequalities and functions in a variety of formats	353.02	a
	Apply functions to a variety of problems	353.03	a
	Read a variety of traditional and electronic materials for information and understanding	752.01	a, b, c
	Understand and use the writing process	753.01	a, b, c
	Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01	c
	Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c
16.6	Demonstrate basic search skills on the Web		
	Acquire critical thinking and analytical skills	489.01	a, c
	Read a variety of traditional and electronic materials for information and understanding	752.01	a, b, c
	Understand and use the writing process	753.01	a, b, c
	Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01	c
	Demonstrate the ability to use communication skills to enhance health	843.01	a, b, c

17. Business Risks

Career Sustaining Level

17.1	Explain types of business risk		
	Understand basic economic concepts	510.01	d, e
	Understand the concepts of good personal finance	514.01	a
	Read a variety of traditional and electronic materials for information and understanding	752.01	d, e
	Speak to share an understanding of information	755.01	a, b
17.2	Describe the concept of insurance		
	Understand there are many influences on economic systems	510.01	c
	Understand the concepts of good personal finance	514.01	a
	Read a variety of traditional and electronic materials for information and understanding	752.01	a, d, e
	Read a variety of traditional, technical and electronic materials for critical analysis and evaluation	752.03	e
	Read to locate information from a variety of traditional, technical and electronic sources	752.04	b
	Read for technical information	752.05	a
	Acquire the essential skills to lead a healthy life	841.01	e, f
	Demonstrate the ability to practice health-enhancing behaviors and reduce health risks	842.01	c
17.3	Explain routine security precautions		
	Understand the relationship between science and technology and develop the abilities of technological design and application	655.01	c, d
	Read a variety of traditional and electronic materials for information and understanding	752.01	d, e
	Speak to share an understanding of information	755.01	a, b
	Use a variety of resources to produce visuals that communicate through print and non-print media	756.04	a

- 17.4 Follow safety precautions
- Understand the concept of good personal finance 514.01 b
 - Understand that all citizens of the United States have responsibilities and rights 506.01 a
 - Acquire the essential skills to lead a healthy life 841.01 d
 - Organize, analyze and apply health information practices and services appropriate for individual needs 844.01 b, c
- 17.5 Explain procedures for handling accidents
- Understand the concept of good personal finance 514.01 b
 - Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 d
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
 - Acquire the essential skills to lead a healthy life 844.01 d
- 17.6 Explain procedures for dealing with workplace threats
- Understand the concept of good personal finance 514.01 b
 - Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 d, e
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b

18. Leading

Career Sustaining Level

- 18.1 Orient new employees
- Understand technical communication 658.02 a
 - Read a variety of traditional and electronic materials for information and understanding 752.01 c, f
 - Listening for information and understanding 754.01 b
 - Speak for critical analysis and evaluation 755.03 b

DISTRIBUTION

19. Nature and Scope

Career Sustaining Level

- 19.1 Explain the nature and scope of distribution
- Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 d, e
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
- 19.2 Explain the nature of channels of distribution
- Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 d, e
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
 - View media to engage in critical analysis and evaluation 756.03 b
- 19.3 Describe the use of technology in the distribution function
- Understand the relationship between science and technology and develop the abilities of technological design and application 655.01 d, e
 - Read a variety of traditional and electronic materials for information and understanding 752.01 a, d, e

Read a variety of traditional, technical and electronic materials for critical analysis and evaluation	752.03 e
Read to locate information from a variety of traditional, technical and electronic sources	752.04 b
Read for technical information	752.05 a

20. Order Fulfillment

Career Sustaining Level

20.1	Explain the relationship between customer service and distribution	
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Read a variety of traditional, technical and electronic materials for critical analysis an evaluation	752.03 a
	Listening for information and understanding	754.01 b
	Speak to share an understanding of information	755.01 a, b
20.2	Prepare invoices	
	Understand and use numbers	347.01 a
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Read a variety of traditional, technical and electronic materials for critical analysis an evaluation	752.03 a
20.3	Use an information system for order fulfillment	
	Estimate and judge reasonableness of results	347.03 a
	Apply appropriate technology and models to find solutions to problems	348.03 a
	Read a variety of traditional, technical and electronic materials for critical analysis an evaluation	752.03 c

21. Warehousing/Stock Handling

Career Sustaining Level

21.1	Explain the receiving process	
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Communicate results using appropriate terminology and methods	348.04 a
	Understand and use customary and metric measurements	349.01 a
	Apply concepts of rate and other derived or indirect measurements	349.02 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
21.2	Explain shipping processes	
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Communicate results using appropriate terminology and methods	348.04 a
	Understand and use customary and metric measurements	349.01 a
	Apply concepts of rate and other derived or indirect measurements	349.02 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
21.3	Explain storing considerations	
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Communicate results using appropriate terminology and methods	348.04 a
	Understand and use customary and metric measurements	349.01 a
	Apply concepts of rate and other derived or indirect measurements	349.02 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e

	Speak to share an understanding of information	755.01 a, b
21.4	Explain the nature of warehousing	
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Communicate results using appropriate terminology and methods	348.04 a
	Understand and use customary and metric measurements	349.01 a
	Apply concepts of rate and other derived or indirect measurements	349.02 a
	Understand the relationship between science and technology and develop the abilities of technological design and application	655.01 a, b
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

FINANCING

22. Nature and Scope

Career Sustaining Level

22.1	Explain the nature and scope of financing	
	Understand and use numbers	347.01 a, b
	Perform computations accurately	347.02 a, b
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Apply concepts of rates and other derived or indirect measurements	349.02 a
	Understand basic economic concepts	510.01 c, e
	Understand the concept of money	511.01 a, b
	Know the different types of economic institutions and understand how they differ from one another	513.01 d
	Understand the concepts of good personal finance	514.01 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

23. Extending Credit

Career Sustaining Level

23.1	Explain the purposes and importance of credit	
	Understand and use numbers	347.01 a, b
	Perform computations accurately	347.02 a, b
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a
	Apply concepts of rates and other derived or indirect measurements	349.02 a
	Understand basic economic concepts	510.01 c, e
	Understand the concept of money	511.01 a, b
	Know the different types of economic institutions and understand how they differ from one another	513.01 d
	Understand the concepts of good personal finance	514.01 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

MARKETING-INFORMATION MANAGEMENT

24. Nature and Scope

Career Sustaining Level

24.1	Describe the need for marketing information	
	Estimate and judge reasonableness of results	347.03 a
	Understand and use a variety of problem-solving skills	348.01 a

Communicate results using appropriate terminology and methods	348.04	a
Understand and use customary and metric measurements	349.01	a
Apply concepts of rates and other derived or indirect measurements	349.02	a
Acquire critical thinking and analytical skills	489.01	a
Understand the basic economic concepts	510.01	a, b, c, d, e, f, g
Understand there are many influences on economic systems	512.01	a, b, c
Know the different types of economic institutions and understand how they differ from one another	513.01	a, b, c, d, e
Understand the concept of good personal finance	514.01	a, b, c
Read a variety of traditional and electronic materials for information and understanding	752.01	a, d, e
Read a variety of traditional, technical and electronic materials for critical analysis and evaluation	752.03	e
Read to locate information from a variety of traditional, technical and electronic sources	752.04	b
Read for technical information	752.05	a

25. Marketing Planning

Career Sustaining Level

25.1	Explain the concept of marketing strategies	
	Understand the basic economic concepts	510.01 a, b, c, d, e, f, g
	Understand there are many influences on economic systems	512.01 a, b, c
	Understand the relationship between science and technology and develop the abilities of technological design and application	655.01 c, d, e
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
25.2	Explain the concept of market and market identification	
	Understand the basic economic concepts	510.01 a, b, c, d, e, f, g
	Understand there are many influences on economic systems	512.01 a, b, c
	Understand the relationship between science and technology and develop the abilities of technological design and application	655.01 c, d, e
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

PRODUCT/SERVICE MANAGEMENT

26. Quality Assurances

Career Sustaining Level

26.1	Describe the used of grades and standards in marketing	
	Understand and use numbers	347.01 a, b
	Estimate and judge reasonableness of results	347.03 a
	Apply concepts of rates and other derived or indirect measurements	349.02 a
	Perform error analysis	349.05 a, b
	Understand data analysis	352.01 a
	Collect, organize and display data	352.02 a
	Apply simple statistical measurements	352.03 a
	Make predictions or decisions based on data	352.05 a, b, c
	Understand the basic economic concepts	510.01 a, b
	Understand there are many influences on economic systems	512.01 c
	Read a variety of traditional and electronic materials for information and understanding	752.01 a, d, e
	Read a variety of traditional, technical and electronic materials for critical analysis and evaluation	752.03 e
	Read to locate information from a variety of traditional, technical and electronic sources	752.04 b
	Read for technical information	752.05 a

26.2	Explain warranties and guarantees	
	Understand the concept of good personal finance	514.01 b
	Understand the relationship between civic life, politics and government	502.01 b
	Understand that all citizens of the United States have responsibilities and rights	506.01 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

PROMOTION

27. Nature and Scope

Career Sustaining Level

27.1	Explain the communication process used in promotion	
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 d, e
27.2	Explain the role of promotion as a marketing function	
	Understand the basic economic concepts	510.01 a, b, d, f
	Understand there are many influences on economic systems	512.01 a, b, c
	Know the different types of economic institutions and understand how they differ from one another	513.01 a, d, e
	Understand the concept of good personal finance	514.01 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
27.3	Explain the types of promotion	
	Understand the basic economic concepts	510.01 a, b, d, f
	Understand there are many influences on economic systems	512.01 a, b, c
	Know the different types of economic institutions and understand how they differ from one another	513.01 a, d, e
	Understand the concept of good personal finance	514.01 a
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

SELLING

28. Nature and Scope

Career Sustaining Level

28.1	Explain the nature and scope of the selling function	
	Acquire critical thinking and analytical skills	489.01 a
	Understand the basic economic concepts	510.01 a, b, d
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b
28.2	Explain the role of customer service as a component of selling relationships	
	Acquire critical thinking and analytical skills	489.01 a
	Understand the basic economic concepts	510.01 a, b, d
	Read a variety of traditional and electronic materials for information and understanding	752.01 d, e
	Speak to share an understanding of information	755.01 a, b

29. Product Knowledge

Career Sustaining Level

- 29.1 Acquire product information for use in selling
- Read a variety of traditional and electronic materials for information and understanding 752.01 a, b, c, d, e, f, g
 - Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 a, b, c, d, e
 - Read to locate information from a variety of traditional, technical and electronic sources 752.04 a, b, c
 - Listening for information and understanding 754.01 a, b, c
 - View for information and understanding 756.01 a, b
 - View media sources for personal response and expression 756.02 a
 - View media to engage in critical analysis and evaluation 756.03 a, b
 - Use a variety of resources to produce visuals that communicate through print and non-print media 756.04 a

30. Process and Techniques

Career Sustaining Level

- 30.1 Explain the selling process
- Understand the basic economic concepts 510.01 b
 - Read a variety of traditional and electronic materials for information and understanding 752.01 d, e
 - Speak to share an understanding of information 755.01 a, b
- 30.2 Establish relationship with client/customer
- Listening for information and understanding 754.01 a, b, c
 - View for information and understanding 756.01 a, b
 - View media to engage in critical analysis and evaluation 756.03 a, b
- 30.3 Determine customer/client needs
- Understand and use a variety of problem-solving skills 348.01 a
 - Apply appropriate technology and models to find solutions to problems 348.03 a, b
 - Communicate results using appropriate terminology and methods 348.04 a
 - Acquire critical thinking and analytical skills 489.01 a
- 30.4 Recommend specific product
- Acquire critical thinking and analytical skills 489.01 a
 - Understand the basic economic concepts 510.01 a, b, c, d, e, f, g
 - Understand there are many influences on economic systems 512.01 a, b, c
 - Know the different types of economic institutions and understand how they differ from one another 513.01 a, d
 - Understand the concept of good personal finance 514.01 a

31. Support Activities

Career Sustaining Level

- 31.1 Calculate miscellaneous charges
- Understand and use numbers 347.01 a
 - Estimate and judge reasonableness of results 347.03 a
 - Understand and use a variety of problem-solving skills 348.01 a
 - Understand the concept of functions 353.01 a
 - Read a variety of traditional, technical and electronic materials for critical analysis and evaluation 752.03 a